

### REMARKS

Applicants would like to thank Examiner Pillai and S.P.E. Cebac for the telephone interview with the undersigned representative, and with co-inventors Andrew Bradley and Donald Hoffman, to discuss the invention and the pending Office Action. During the telephone interview, agreement was reached that Claims 1-33 are patentably distinguishable over the references of record.

In the Office Action dated April 9, 2003, the Examiner rejected the claims over U.S. Patent No. 6,307,573 to Barros. In particular, at Page 2, Paragraph 3 of the Office Action, the Examiner asserted that claims 1-13, 15, 16, 19-24, and 26-33 are anticipated by the Barros patent, and at Page 9, Paragraph 4, the Examiner asserted that claims 14, 17, 18, and 25 are rendered obvious in view of the Barros patent. It is submitted that Barros is not applicable to the claimed invention and that the claims are patentably distinguishable over Barros and the art of record. Applicants note the following issues that were discussed to favorable resolution in the telephone interview:

(1) Barros relates to conventional mapping representations of data, whereas the claimed invention relates to hierarchical displays of data, such as so-called treemaps. Some of the unique features of treemaps are exemplified by the "Peet's Coffee & Tea" Web site, which has a "Coffee Selector" feature that was designed by the Applicants and which utilizes features of the claimed invention. The "Coffee

Selector" feature of the Web site provides a treemap display of the type described in the pending application. As of the date of the telephone interview, August 7, 2003, the "Peet's Coffee & Tea" Web site can be accessed at the URL of:

[http://www.peets.com/tast/11/coffee\\_selector.asp](http://www.peets.com/tast/11/coffee_selector.asp)

Fig. 6b of the Barros patent can be compared with Fig. 7 of the present application and the Peet's Coffee Web site operation. It can be seen that a treemap is characterized by display of a field area (the largest rectangular area of the exemplary Web site display) that represents a data criteria, that is, the entire range of data values in a data set. The Barros patent, not being a treemap, cannot represent data in this fashion. No amount of dynamic annotations or pop-up windows can transform Barros into a treemap display.

(2) The differences between Barros and the novel technique of the present invention are reflected in the claims of the application. For example, Claim 1 recites:

1. A method of processing user criteria to retrieve a portion of data and display it to the user, the method comprising:
  - receiving user criteria that specifies a subset of the data with respect to multiple data criteria;
  - retrieving the data subset from the data; and displaying the data subset in a display defined by a two-dimensional field array of information, wherein the field array of the display is divided into a plurality of two-dimensional bounded field areas, each of which has a display area that is indicative of a first data criteria of the data subset, and wherein the

area of each bounded field area is further divided into subfield areas, each of which has an area that is indicative of a second data criteria of the data subset; and

displaying a subfield detail window adjacent to one of the subfield areas in response to moving a display cursor over a boundary of the bounded subfield area to show data relating to the bounded subfield area, and displaying a menu window adjacent to the bounded subfield area in response to a mouse click on the bounded subfield area such that the menu window shows information relating to the bounded subfield area data subset and can receive user criteria from the user to specify additional information relating to the bounded subfield area.

If the first operation might be performed by Barros, to wit, receiving user criteria that specifies a subset of the data with respect to multiple data criteria, it is noted that the second operation of Claim 1 is a characteristic of treemaps, and cannot be performed by Barros. In particular, Barros is not capable of

. . . displaying the [retrieved] data subset in a display defined by a two-dimensional field array of information, wherein the field array of the display is divided into a plurality of two-dimensional bounded field areas, each of which has a display area that is indicative of a first data criteria of the data subset, and wherein the area of each bounded field areas is further divided into subfield areas, each of which has an area that is indicative of a second data criteria of the data subset, as recited in Claim 1.

For example, it is noted in the specification with reference to Fig. 3 that "Each field area 340 consumes a two-dimensional display area that is indicative of a first data criteria, such as a group data category, of a data subset. That is, each of the field areas 340 represents a particular group of data or category of data." See page 14, lines 9-11 of the specification, as well as Figure 3 and accompanying text. As noted above, a treemap characteristically represents a data criteria, that is, the entire range of data values in a data set, in a field area.

Thus, the second limitation of Claim 1, "retrieving the data subset from the data; and displaying the data subset in a display defined by a two-dimensional field array", distinguishes the claimed invention over Barros.

The last limitation of Claim 1 also distinguishes over Barros. The last limitation refers to the bounded field area and subfield areas, which Barros (not being a treemap) cannot provide. The last limitation of Claim 1 recites:

displaying a subfield detail window adjacent to one of the subfield areas in response to moving a display cursor over a boundary of the bounded subfield area to show data relating to the bounded subfield area, and displaying a menu window adjacent to the bounded subfield area in response to a mouse click on the bounded subfield area such that the menu window shows information relating to the bounded subfield area data subset and can receive user criteria from the user to specify

additional information relating to the bounded subfield area.

None of these features can be provided by Barros. In fact, these features cannot be provided by any known treemap systems at the time of this invention. Therefore, Claim 1 is patentable over Barros. Claim 1 is also patentable over the other art of record in the application, taken alone or in combination. Claims 2-6 depending from Claim 1 are likewise patentable.

(3) All of the independent claims contain limitations that distinguish the claimed invention over Barros and the art of record. For example, Claim 7 recites as follows:

7. A method of presenting information regarding plural products on a computer display screen for perusal and selection by a user, the method comprising:

displaying a product review page on the display screen, the product review page comprising one or more two-dimensional, bounded field areas, each bounded field area corresponding to a particular product category, wherein one or more of the bounded field areas is divided into plural bounded subfield areas, each of the bounded subfield areas corresponding to and representing a product, and wherein each bounded subfield area has a first attribute that is indicative of a first characteristic of the corresponding product;

displaying a menu box that provides the user with the ability to insert any product corresponding to a subfield area into an electronic

U.S. Serial No. 09/713,843  
Berg *et al.*  
Reply to Office Action dated April 9, 2003

shopping cart;  
providing the user with the ability to perform a single action to  
initiate a purchase transaction of all of the items in the shopping cart.

As with Claim 1, the invention of Claim 7 recites novel features that distinguish over the cited art, including the display of a product review page "comprising one or more two-dimensional, bounded field areas, each bounded field area corresponding to a particular product category, wherein one or more of the bounded field areas is divided into plural bounded subfield areas, each of the bounded subfield areas corresponding to and representing a product, and wherein each bounded subfield area has a first attribute that is indicative of a first characteristic of the corresponding product." Therefore, as discussed in the telephone interview, Claim 7 is patentable, as well as Claims 8-18 dependent therefrom.

Claim 19 is an independent apparatus claim that includes limitations that are analogous to those of Claim 7. Claim 29 is an independent program product type of apparatus claim that includes limitations similar to those of Claim 7. Both of these independent claims (19 and 29) are patentable, as are Claims 20-28 and Claims 30-33 dependent therefrom, respectively.

Accordingly, Applicants respectfully submit that all the pending claims 1-33 are patentable over the references of record.

U.S. Serial No. 09/713,843

Berg et al.

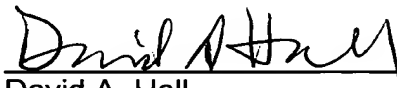
Reply to Office Action dated April 9, 2003

### REQUEST FOR ALLOWANCE

In view of the foregoing, Applicants submit that all of the pending claims in the application are patentable. Accordingly, reconsideration and allowance of this application is earnestly solicited.

Respectfully submitted,

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